What Is Claimed Is:

1. A picture quality adjustment method, comprising the steps of:

writing a picture quality adjustment condition for a video signal as picture quality adjustment data in a corresponding relationship to video identification information for specifying a video or characteristic describing information which describes an image characteristic into a memory which is capable of keeping storage contents thereof without a power supply or with a backup power supply; and

reading out, upon outputting of a video, if the video identification information or the characteristic describing information of a video signal to be outputted and the corresponding picture quality adjustment data are stored in said memory, the picture quality adjustment data from said memory and setting a picture quality adjustment condition for the video signal to be outputted in accordance with the read out picture quality adjustment data.

2. A picture quality adjustment method according to claim 1, wherein said memory is composed of a first memory and a second memory physically or regionally separate from each other and the picture quality

adjustment data are written in a corresponding relationship to the video identification information into said first memory while the picture quality adjustment data are written in a corresponding relationship to the characteristic describing information into said second memory, and then upon outputting of an image, if the video identification information of a video signal to be outputted and the corresponding picture quality adjustment data are not stored in said first memory and the characteristic describing information and the corresponding picture quality adjustment data are stored in said second memory, then the picture quality adjustment data corresponding to the characteristic describing information are read out from said second memory and a picture quality adjustment condition for the video signal to be outputted is set in accordance with the read out picture quality adjustment data.

3. A picture quality adjustment method according to claim 1, wherein said memory is part of an area of a recording medium from which the video signal is to be played back.

4. A picture quality adjustment apparatus, comprising:

a memory capable of keeping storage contents

thereof without a power supply or with a backup power supply; and

a control section for writing a picture quality adjustment condition for a video signal as picture quality adjustment data in a corresponding relationship to video identification information for specifying a video or characteristic describing information which describes an image characteristic into said memory and reading out, upon outputting of a video, if the video identification information or the characteristic describing information of a video signal to be outputted and the corresponding picture quality adjustment data are stored in said memory, the picture quality adjustment data from said memory and setting a picture quality adjustment condition for the video signal to be outputted in accordance with the read out picture quality adjustment data.

5. A picture quality adjustment apparatus according to claim 4, wherein said memory is composed of a first memory and a second memory physically or regionally separate from each other, and said control section writes the picture quality adjustment data in a corresponding relationship to the video identification information into said first memory and writes the picture

quality adjustment data in a corresponding relationship to the characteristic describing information into said second memory, and then reads out, upon outputting of an image, if the video identification information of a video signal to be outputted and the corresponding picture quality adjustment data are not stored in said first memory and the characteristic describing information and the corresponding picture quality adjustment data are stored in said second memory, the picture quality adjustment data corresponding to the characteristic describing information from said second memory and sets a picture quality adjustment condition for the video signal to be outputted in accordance with the read out picture quality adjustment data.

6. A picture quality adjustment apparatus according to claim 4, wherein said memory is part of an area of a recording medium from which the video signal is to be played back.

7. A video outputting apparatus, comprising a picture quality adjustment apparatus according to any one of claims 1 to 3 or a picture quality adjustment apparatus according to any one of claims 4 to 6 as a video processing section.

8. A video outputting apparatus according to claim

7, wherein said image processing section demultiplexes digital video data, in which brightness data and color difference data are multiplexed, to obtain the brightness data and the color difference data and performs a picture quality adjustment process for at least one of the brightness data and the color difference data.